

KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

AND

PAGE 1

253477 AGENCY (OR SERVICE) ACTING AS AGENT FOR 168364 ADVERTISER (OR AGENCY AND ADVERTISER)

NAME NATIONAL MEDIA RESEARCH PLANNING

AND 815 Slaters Ln

ADDRESS Alexandria VA 22314-1219
USANATIONAL REPUBLICAN CONGRESSIONAL COMM.
320 1st St SEWashington DC 20003-1838
USA

CONTACT

PRODUCT NRCC SEPT 12-16

LOCAL SALESPERSON Brian Butz-1 AGENCY EST. NO. 3184

PRODUCT CODE 1310

NATIONAL SALESPERSON

BROADCAST SCHEDULE STARTING 09/12/12 AND ENDING 09/16/12 NO. WEEKS: 1

Cancellation Notice

Required

Announcement 28 days

prior notice

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

Ethnicity:		SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
ITEM	DAYS		FROM	TO						
PRINT AT STATION. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE. PAID FOR BY NRCC										
1 30 MIN SEP	00111..	3	09:30A	09:57A	30S	09/12/12-09/14/12	PITTSBURGH LIVE	3	250.00	750.00
2 30 MIN SEP	00111..	3	11:58A	12:30P	30S	09/12/12-09/14/12	NOON NEWS	3	700.00	2100.00
3 30 MIN SEP	00111..	3	04:30P	05:00P	30S	09/12/12-09/14/12	430-5PM NEWS	3	800.00	2400.00
4 30 MIN SEP	00111..	3	05:30P	06:00P	30S	09/12/12-09/14/12	530-6PM NEWS	3	900.00	2700.00
5 30 MIN SEP	00111..	3	05:58P	06:30P	30S	09/12/12-09/14/12	M-F 6PM NEWS	3	1050.00	3150.00
6 30 MIN SEP	Sa	1	07:00P	07:30P	30S	09/15/12-09/15/12	SAT 7PM NEWS	1	550.00	550.00
7 30 MIN SEP	00111..	3	06:57P	07:30P	30S	09/12/12-09/14/12	CBS EVENING NEWS	3	1400.00	4200.00
8 30 MIN SEP	00111..	3	07:30P	07:58P	30S	09/12/12-09/14/12	THE INSIDER	3	675.00	2025.00
9 30 MIN SEP	W	1	07:58P	08:57P	30S	09/12/12-09/12/12	BIG BROTHER	1	2750.00	2750.00
10 30 MIN SEP	W	1	08:58P	10:00P	30S	09/12/12-09/12/12	CRIMINAL MINDS	1	3450.00	3450.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

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NAME	NATIONAL MEDIA RESEARCH PLANNING			NATIONAL REPUBLICAN CONGRESSIONAL COMM.			
AND	815 Slaters Ln			320 1st St SE			
ADDRESS	Alexandria	VA	22314-1219	Washington	DC	20003-1838	
	USA			USA			
CONTACT				PRODUCT NRCC SEPT 12-16			
LOCAL SALESPERSON	Brian Butz-1		AGENCY EST. NO.	PRODUCT CODE		1310	
			3184				
NATIONAL SALESPERSON							
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			FROM	TO						
11 30 MIN SEP	Th	1	07:58P	08:57P	30S	09/13/12-09/13/12	THE BIG BANG THEORY/TWO AND	1	3850.00	3850.00
12 30 MIN SEP	Th	1	09:00P	10:00P	30S	09/13/12-09/13/12	BIG BROTHER	1	3000.00	3000.00
13 30 MIN SEP	Th	1	10:00P	11:00P	30S	09/13/12-09/13/12	PERSON OF INTEREST	1	2500.00	2500.00
14 30 MIN SEP	F	1	07:58P	09:00P	30S	09/14/12-09/14/12	UNDERCOVER BOSS	1	2250.00	2250.00
15 30 MIN SEP	F	1	09:00P	10:00P	30S	09/14/12-09/14/12	CSI: NY	1	2250.00	2250.00
16 30 MIN SEP	Sa	1	09:00P	10:00P	30S	09/15/12-09/15/12	CRIMETIME SATURDAY	1	1100.00	1100.00
17 30 MIN SEP	Su	1	08:00P	09:00P	30S	09/16/12-09/16/12	BIG BROTHER	1	3500.00	3500.00
18 30 MIN SEP	Su	1	09:00P	10:00P	30S	09/16/12-09/16/12	THE GOOD WIFE	1	2500.00	2500.00
19 30 MIN SEP	Su	1	10:00P	11:00P	30S	09/16/12-09/16/12	THE MENTALIST	1	2000.00	2000.00
20 30 MIN SEP	Su	1	11:00P	11:35P	30S	09/16/12-09/16/12	11PM NEWS	1	1700.00	1700.00
21 30 MIN SEP	00111..	3	11:35P	12:37A	30S	09/12/12-09/14/12	11:35P-12:37A - LETTERMAN	3	450.00	1350.00

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			FROM	TO						
22	Sa	1	12:00M	01:00A	30S	09/15/12-09/15/12		1	200.00	200.00
30 MIN SEP										
Total Contract:								38		50275.00
Billing Summary										
Qtr 3-12						Jul	Aug	Sep	Total	
						.00	.00	50275.00	50275.00	
GRAND TOTAL									50275.00	

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